



AMENDMENT TRANSMITTAL LETTER				Docket No. 03485/100H799-US1	
Application No. 10/001,772		Filing Date October 31, 2001		Examiner Gravini	
				Art Unit 3622	
Applicant(s): Anand Subramanian, et al.					
Invention: INTERNET CONTEXTUAL COMMUNICATION SYSTEM					
TO THE COMMISSIONER FOR PATENTS					
Transmitted herewith is an amendment in the above-identified application.					
The fee has been calculated and is transmitted as shown below.					
CLAIMS AS AMENDED					
	Claims Remaining After Amendment	Highest Number Previously Paid	Number Extra Claims Present	Rate	
Total Claims	26	- 26 =		x	0.00
Independent Claims	7	- 7 =		x	0.00
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					
Other fee (please specify):					
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:					0.00
<input type="checkbox"/> Large Entity <input checked="" type="checkbox"/> Small Entity					
<input checked="" type="checkbox"/> No additional fee is required for this amendment.					
<input type="checkbox"/> Please charge Deposit Account No. _____ in the amount of \$ _____. A duplicate copy of this sheet is enclosed.					
<input type="checkbox"/> A check in the amount of \$ _____ to cover the filing fee is enclosed.					
<input type="checkbox"/> Payment by credit card. Form PTO-2038 is attached.					
<input checked="" type="checkbox"/> The Director is hereby authorized to charge and credit Deposit Account No. <u>04-0100</u> as described below. A duplicate copy of this sheet is enclosed.					
<input checked="" type="checkbox"/> Credit any overpayment.					
<input checked="" type="checkbox"/> Charge any additional filing or application processing fees required under 37 CFR 1.16 and 1.17.					
 _____ Lisa J. Ulrich Reg. No. 45,168				Dated: <u>October 31, 2003</u>	
DARBY & DARBY P.C. P.O. Box 5257 New York, New York 10150-5257 (212) 527-7717					
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Docket No.: 03485/100H799-US1
(PATENT)



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
SUBRAMANIAN et al.

Application No.: 10/001,772

Art Unit: 3622

Filed: October 31, 2001

Examiner: Stephen M. Gravini

For: INTERNET CONTEXTUAL
COMMUNICATION SYSTEM

RESPONSE TO RESTRICTION REQUIREMENT

MS Non-Fee Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

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Dear Sir:

Applicants submit the following Response to the Restriction Requirement.

Applicants hereby elect without traverse, Group III, claims 15-16.

On August 13th and 14th, the Examiner's restriction made by telephone divided the present application into the following groups:

- Group I, claims 1-4;
- Group II, claims 5-14;
- Group III, claims 15-16;
- Group IV, claims 17-18;
- Group V, claims 19-20;
- Group VI, claims 21-22; and

Group VII, claims 23-26.

Applicants have elected without traverse, Group III, claims 15-16.

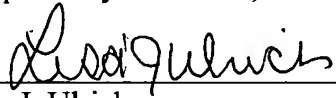
Applicants do not traverse the restriction required by the Examiner. Applicants respectfully submit however, that, a proper examination of Group III, claims 15-16 would require a search of the method of Group VI, claims 21-22. Group III, claims 15-16 are directed to a system comprising an ad server that maintains ads, a data store that identifies a set of rules which indicate a level of relevancy of an ad to a particular content, and a matchmaker that parses the particular content and maps a targeted ad to the particular content. Group VI, claims 21-22 are directed to a method which maintains ads, identifies a set of rules which indicate a level of relevancy of an ad to a particular content, parses a particular content, and maps a targeted ad to the particular content.

Accordingly, while Applicants do not traverse the Examiner's restriction made by phone on August 13th and 14th, and further while Applicants have elected without traverse Group III, claims 15-16 for continued prosecution, Applicants respectfully submit that Group III, claims 15-16 and Group VI, claims 21-22 should be in combined in the same group.

Therefore, in view of the above amendments and remarks, it is respectfully requested that the application be reconsidered and that at least Group III, claims 15-16 be allowed.

Dated: October 31, 2003

Respectfully submitted,

By 
Lisa J. Ulrich

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